

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

YAT&C Department - Constitution of State Level Committee for maximising the participation of stakeholders in Travel for LiFE Case Study Competition Tourism for Tomorrow to Ministry of Tourism, Government of India - Orders - Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (T) DEPARTMENT**

**G.O.Rt.No.10**

**Dt: 09/01/2024**

**Read :**

Lr.received from Chief Executive Officer, AP Tourism Authority, Vijayawada,  
Lr.No.2207691/TFL/EDG/2023, Dt:29.12.2023.

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**ORDER :**

In the reference read above, the Chief Executive Officer, AP Tourism Authority, Vijayawada has stated that he has taken the following steps in order to maximise the participation from various stake holders for filing of applications with regard to Travel for LIFE - Case Study Competition - Tourism for Tomorrow through dedicated online portal:-

- The EDG team of APTA participated in the Training of Master Trainers convened by Central Nodal Agency on Sustainable Tourism through VC during November 2023 and Mr. J.N.S. Gopal Naidu is appointed as State Nodal Officer.
- Andhra Pradesh Tourism Authority has given training to grass root level functionaries viz. District Tourism Officers and Regional Directors duly sensitizing the importance of the programme and shared the guidelines and other relevant details communicated by the CNA-ST, Ministry of Tourism duly resolving their queries from time to time to take forward the programme.
- Capacity Building Training has been imparted to Institutes of National Reputation such as School of Architecture and Planning, National Institute of Design, Acharya Nagarjuna University in Vijayawada, Principal, SIHM Tirupati, IIM Visakhapatnam, NREDCAP in Vijayawada.
- Wide publicity given through social media promoting the importance of the programme duly sensitizing the stake holders enabling maximum participation from public sector organizations, Industry stakeholders and Universities.
- Letters have been addressed to 38 members concerned in the Government Departments/Public Sector undertakings covering 5 key elements and are being sensitized about the importance of the programme to enable them to participate in Travel for LiFE programme.
- 11 applications from the State have already been filed through online portal.

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2. He has further stated that the Ministry of Tourism, Government of India vide D.O.Lr dt:15.12.2023 has requested the State Government to Constitute State Level Committee under the Chairmanship of Special Chief Secretary to Government (Tourism and Culture) Department and representatives from Department of Environment, Department of Industry and Industry Stakeholders along with any other representatives that the State may find relevant. Accordingly, the Chief Executive Officer, Andhra Pradesh Tourism Authority State Level Committee is proposed to be constituted to evaluate the case studies received through online portal and forward top 10 case studies to Ministry of Tourism, Government of India.

3. The Chief Executive Officer, Andhra Pradesh Tourism Authority has requested the Government to Constitute the State level Committee as the last the date for receipt of the application is 15<sup>th</sup> January 2024 and action taken for maximising the participation of stakeholders in Travel for LiFE Case Study Competition Tourism for - Tomorrow to Ministry of Tourism, Government of India.

4. Government after careful examination has therefore considered to Constitute a State level Committee with the following members for maximising the participation of stakeholders in Travel for LiFE Case Study Competition Tourism for Tomorrow to Ministry of Tourism, Government of India as follows:-

|   |                                                                                          |          |
|---|------------------------------------------------------------------------------------------|----------|
| 1 | Secretary/Principal Secretary/Special Chief Secretary to Government, Tourism and Culture | Chairman |
| 2 | Commissioner of Industries, Mangalagiri                                                  | Member   |
| 3 | Chief Executive Officer, APTA                                                            | Member   |
| 4 | Chief Executive Officer, Culture                                                         | Member   |
| 5 | Commissioner, Endowments                                                                 | Member   |
| 6 | Principal Chief Conservator of Forests                                                   | Member   |
| 7 | Representative of AP Hotels Association                                                  | Member   |
| 8 | Representative of Tours and Travels Association of Andhra (TTAA)                         | Member   |

5. The Chief Executive Officer, Andhra Pradesh Tourism Authority, Vijayawada shall take necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

RAJAT BHARGAVA  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To

The Chief Executive Officer,

Andhra Pradesh Tourism Authority, Vijayawada.

The Members Concerned through the CEO, APTA, Vijayawada.

Copy to:

OSD to Hon'ble Minister for Tourism (TC & YA).

PS to Special Chief Secretary to Government.

// FORWARDED :: BY ORDER//

  
SECTION OFFICER